



Your Company Name: \_\_\_\_\_

Your Company URL: \_\_\_\_\_

**YOUR VOICE**

**Is your business established or a startup?**

- Established       Startup

**Would you prefer a "hip and friendly", "polished and professional" or "technical" tone for your content pieces?**

- Hip and Friendly       Polished and Professional       Technical

**Would you prefer 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> person tense for your content pieces?**

- 1st       2nd       3rd       Depends on the piece

**Describe the personified version of your brand:**

**What are three adjectives you would like to have somebody use to describe your company?**

NOTE: eModal & eModalPRO are empowering services and we need to remove any reluctance or fear of tech (changing current processes) in whatever messages we share with potential customers.

**What are three adjectives you would hate to have someone use to describe your company?**

**Do you have any corporate lingo we should use? For example, Marriott calls their employees "associates" and customers "guests."**

**Any geography specific lingo?**

**What makes you different than your closest competitor?**

**Are you an authoritative voice in your industry who maintains strong market share?**

Yes

No

**How strong do you prefer your call-to-action text to be?**

Very strong

"Buy now" "Call right away!"

Moderate

"Consider signing up for our newsletter."

Strong

"To learn more, click here."

Weak/non promotional

"Don't forget to do more research."

**Do you have a list of competitor's URLs that you would like to share so that we can get a better feel for your particular niche?**

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**Approximate desired word count for...**

**Blog post:** \_\_\_\_\_

**Article:** \_\_\_\_\_

**eBook or Whitepaper:** \_\_\_\_\_

**Website page copy:** \_\_\_\_\_

**Are there any topics or resources you want to avoid? (controversial topics, etc)**

## YOUR PERSONAS AND AUDIENCES

Is your persona's company mainly established or startup?

- Established       Startup

Is your typical persona young and hip, professional but relaxed or very professional?

- Young and Hip       Relaxed Professional       Very Professional

What is your persona's company estimated gross annual revenue?

to

What is your persona's company estimated number of employees?

What is your target industry or target industries?

Rate the online activity level of your persona's business from 1- 10:

**Rate the online activity level of your audience's employees (if known) from 1 to 10?**

**What are the common trade associations for your audience?**

**What are popular trade magazines or websites for your audience?**

**Why would your customer choose you over your closest competitor?**

**Any additional info you want to share?**